MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

LWD 1037-WORKPLACE DISCOURSE

(All sections)

27 MAY 2019
9.00 a.m- 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **TWO** pages with **2** sections only.
2. Attempt **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [25 MARKS]

Question I

a) There are different views of Discourse Analysis. What is Discourse Analysis? (6 marks)

b) When we speak or write we use more than just language to display who we are, and how we want people to see us. How do we display our social identity? (4 marks)

Question 2

a) Define what is Professional Discourse? (1 mark)

b) What are the SIX different types of professional discourses? (6 marks)

c) The Linguistic Framework plays important roles in professional discourse. What are the characteristics of this framework? (8 marks)

SECTION B: ANALYSIS QUESTIONS (25 MARKS)

Question I

The interaction below shows the end of discussion about work which turned into a relational talk.

(1) Val:	Well from our point of view, we need to get it moving because…he wants delivery…by certain days and he's not approved the artwork, so…
(2) Gary:	Par for the course… isn't it.
(3) Val:	(Val pats Gary's stomach)
(4) Gary:	Leave my stomach alone!
(5) Val:	(Heheheheh)
(6) Gary:	Took a lot of time…cultivating and
(7) Val:	To build that up…hehehe
(8) Gary:	Longest pregnancy in history, I've got
(9) Ally:	Chuckles
(10) Val:	Is it the beer?
(11) Gary:	No comment.
(12) Val:	No comment. Okay
(13) Gary:	On the ground it may incriminate me

a) Analyse the conversation above on how a small talk can contribute to relationship building between co-workers.

(10 marks)

Continued…

Question 2

Consider the following extract from a business proposal genre.

> Strategic Staffing Solution, Inc, also known as "S3", is a Michigan Corporation founded in 1990 by Ms. Cynthia J. Pasky, its CEO and president. With corporate headquarters located in Detroit, Michigan, S3 is a provider of information technology professional consultants for medium-to long term engagements. S3 provides permanent placements and design quality solutions for entire IT projects. S3 desires a newly designed web site that is expendable and readily editable by S3 staff members. The design and development of the new web site will help foster business development efforts, facilitate and improve communication with customers and prospective employees, and establish S3 authoritative organization in the industry; superior in quality and expertise to its competitors. S3 is looking for an investor to provide financial support for business expansion and with that S3 can depend on to provide highest quality web site design, development and functionality.
>
> Retrieved 3 April 2019 from http://www.findtahtpdf.com/search-9285696-hPDF/downloaddocumentss3websiteproposal_wit.pdf.htm

a) What are the communicative purposes of this business proposal? (7 marks)

b) Identify FOUR moves from the extract above and provide an example of each. (8 marks)

End of Paper